



DUMFRIES, VIRGINIA

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TO: Town Council
FROM: Debi Sandlin, Director of Community and Economic Development
DATE: February 27, 2012
RE: Department of Community & Economic Development February 2012 Staff Summary

SUMMARY

During the month of January staff has been working on several projects including but not limited to, the Economic Development Strategic Plan process, developing a marketing brochure for the Town, started the interview process for the Planner/Zoning Administrator position, and following-up on Zoning Violations recently issued.

Priorities for the Department of Community and Economic Development include:

1. Economic Development Strategic Planning Process
2. Updating the Parks and Recreation section of the Comprehensive Plan
3. Technical Updates to the Town Code
4. Continuing to monitor and take action on Zoning Violations in the Town

ECONOMIC DEVELOPMENT

Status Update for Economic Development Strategic Plan

The stakeholder surveys have been finalized and posted on the Town website. Staff will reach out to the DBA and ask them to notify their members about participating in the surveys. We will also post a notice on the TV Channel, the Town website and on Facebook to let the public know the surveys are available if they are interested in participating and providing input and feedback.

The surveys will also be emailed out to a list of 249 CEO's/Presidents of defense/technology companies. The list was compiled and provided to the Town by a member of the Economic Development Advisory Group.

Two focus groups have been scheduled with the enlisted and officer residential population on Quantico Marine Corps Base inviting them to participate in the focus groups. The Director has been working closely with John Rosewarne from Quantico Marine Corps Base to coordinate both of these focus Groups.

Staff will be scheduling a focus group for Town residents to participate in as well as a focus group for businesses to participate in during late March or early April.

Meetings the Director Participated in during February

1. Along with the Mayor, Town Manager, Council Lady Barr and Councilman Foreman, attended and represented the Town at the Chamber of Commerce's Annual State of Prince William. The Town was a table sponsor and was highlighted during the program by Rob Clapper the CEO/President of the Chamber of Commerce as well as on the revolving PowerPoint being displayed during the entire event.
2. Met with Traci and Jeff Cox to listen to their concerns about the zoning uses allowed at their businesses. The Director recommended scheduling a meeting with the Town Manager, Zoning Administrator and Town Attorney to help them better understand the uses allowed at both of their businesses.
3. Met with Traci and Jeff Cox along with the Town Manager, Town Attorney and the Zoning Administrator to go over the uses allowed at both of their business based on the Zoning determination made by the previous Zoning Administrator.
4. Met with Richard Nagel to learn about his new business enterprise, "Best Value Consulting, LLC (BVC)". BVC's mission is to foster job opportunities for injured veterans and their families as they transition from the military.
5. Met with Falcia Matthews from Emoni's Dessert Bar and Café to introduce myself and to talk with her about her business and to let her know if she needs any help that we are a resource available for her to tap into.
6. Along with the Town Manager and Zoning Administrator, met with Falcia Matthews to help her with the permitting process for a joint event she was hosting to help ACTS with collecting birthday bags for the homeless shelter.
7. Met with Monica Negron from Belle Framing Shop to learn more about her future growth plans for the shop.
8. Attended the Joint Town Council/Maureen Caddigan meeting.

The Director also continued to attend the NAIOP Development 101 class. This is a series of eight classes covering the nuts and bolts of the development process.

The Director attended the American Planning Associations Sustainable Zoning and Development Controls Workshop in Tampa, Florida.

WEBSITE STATISTICS

The website statistics for the month of November are as follows:

- 2,401 people visited the website
- 3.16 average page visits
- 2.12 minutes spent on the website – average time visitor spent on the website
- 74.83% of the visits were new visits

Top Traffic Drivers

- Google – 1,515 – 56.40%
- Direct – 409 – 15.23%
- Bing – 332 – 12.36%
- Yahoo – 101 – 3.76%
- Wikipedia – 47 – 1.75%

Traffic Sources

Search Engines – 75%
 Direct Traffic – 15%%
 Referring Sites – .09%

The top three countries to visit the Town's website were:

United States – 2,442 visits
 United Kingdom – 110
 Canada – 19

However, please note traffic to the Town's website during February included visits from the following countries.

India - 15
 Germany – 14
 Australia - 10

BOARDS AND COMMISSIONS

PLANNING COMMISSION

The Planning Commission recommended the Hashimi Rezoning with the revised proffers be forwarded to Town Council for a Public Hearing and approval.

The Architect gave a presentation to the Planning Commission on the proposed First Town Center development project. The Planning Commission was pleased the applicant had listened to their previous comments and incorporated them into the revised plans for the project.

BOARD OF ZONING APPEALS

The BZA did not meet in February

ARCHITECTURAL REVIEW BOARD

The Architectural Review Board reviewed and approved two Certificate of Appropriateness; one was for a fence at a residential home and one for the Williams Ordinary. Thomas Dinneny, the Architect for the proposed First Town Center project gave a presentation on the proposed

project. The members of the ARB were all in favor of and supportive of the project and were very pleased with the significant changes made from the applicants original proposal and felt the new proposal was more in line with the Town's vision for a pedestrian oriented Main Street.

PARKS AND RECREATION COMMITTEE

The Parks and Recreation Committee held two meetings in February to complete the drafting of goals, policies, and strategies for the four primary goals the committee has identified for the purpose of updating the Parks and Recreation section of the Comprehensive Plan. The four primary goals include:

1. Recreational Activities both passive and active recreation
2. Park Design and Connectivity
3. Quality of Life
4. Funding

The Committee will finish its work in March and bring the Parks and Recreation Plan to the Planning Commission in April

TOWN PLANNER/ZONING ADMINISTRATOR SUMMARY OF ACTIVITIES

The Town Planner/Zoning Administrator met with numerous property owners and business owners in order to establish the uses of various properties in Town, to work on the verification of nonconforming uses, and to examine other issues such as addresses.

The Town Planner/Zoning Administrator continued to send out letters to property owners to verify their uses and to notify them of any non-conforming uses on the property.

Technical Updates to the Town Code

Mr. Moss is still in the process of working on Technical updates to the Town Code. This is a slow and methodical process, but headway is being made.

MEETINGS ATTENDED BY THE TOWN PLANNER/ZONING ADMINISTRATOR

1. The Town Planner/Zoning Administrator attended and facilitated the February 14th Planning Commission meeting.
2. The Town Planner/Zoning Administrator continued to meet with other staff members to work on the review of the First Town Center project, including meetings with the applicant and his representatives.
3. The Town Planner/Zoning Administrator and the Director of Community and Economic Development facilitated two meetings of the Parks and Recreation Comprehensive Plan Update Committee.

Zoning Approvals Issued

The Town Planner/Zoning Administrator issued various zoning approvals such as four occupancy applications for offices, one home occupation, one permanent sign and one temporary sign, one temporary use permit for a weekend event, a temporary office trailer for occupancy during renovation of a building, and a fence permit.

Violation Notices Issued

In February 10 Violation Notices were issued to businesses and property owners throughout the Town. The Town Planner/Zoning Administrator continued to pursue compliance with the previously-issued violation notices. As of February 24th, 18 violations had been abated, 8 violations had been partially abated or staff is currently working with the property owner or business owner to pursue compliance, and 5 violations persisted. Ten violation notices were recently mailed out, (a summary of the violations is attached).

Planner/Zoning Administrator Interview Status Update

The Director, Town Manager and the Town Planner/Zoning Administrator narrowed down the pool of candidates applying for the position from over 40 resumes down to eight candidates to interview by phone. Based on the qualifying process, four very qualified candidates were selected to interview for the position. The four candidates are scheduled to be interviewed on Monday, March 5, 2012.

If Council has any questions regarding the Department of Community and Economic Development's February staff summary, please feel free to call me and I will be happy to answer any of your questions.

<u>VIO#</u>	<u>violation type</u>	<u>Date for Correction</u>	<u>Status as of 2/24/12</u>
V12-001	parking on vacant property	February 18, 2012	working with property owner to correct
V12-002	parking on vacant property	February 18, 2012	still in violation
V12-013	signs	January 29, 2012	working with property owner to correct
V12-017	signs	January 29, 2012	partially abated
V12-018	signs & unlawful towing business	February 9, 2012	partially abated
V12-019	signs	January 29, 2012	partially abated
V12-023	certificate of occupancy	February 10, 2012	working with business owner to correct
V12-024	certificate of occupancy	February 10, 2012	working with business owner to correct
V12-025	certificate of occupancy	February 10, 2012	still in violation
V12-026	certificate of occupancy	February 10, 2012	still in violation
V12-027	certificate of occupancy	February 10, 2012	working with business owner to correct
V12-028	certificate of occupancy	February 10, 2012	still in violation
V12-031	signs	February 10, 2012	still in violation
V12-032	signs	March 5, 2012	recently mailed
V12-033	signs	March 5, 2012	recently mailed
V12-034	signs	February 29, 2012	recently mailed
V12-035	signs	March 5, 2012	recently mailed
V12-036	signs	March 5, 2012	recently mailed
V12-037	signs		recently mailed
V12-038	signs		recently mailed
V12-039	signs		recently mailed
V12-040	dumpster		recently mailed
V12-041	unlawful temporary activity		recently mailed

V12-003	signs	January 29, 2012	abated
V12-004	signs	January 29, 2012	abated
V12-005	signs	January 29, 2012	abated
V12-006	signs	January 29, 2012	abated
V12-007	signs	January 29, 2012	abated
V12-008	signs	January 29, 2012	abated
V12-009	signs	January 29, 2012	abated
V12-010	signs, garbage, illegal parking	January 29, 2012	abated
V12-011	signs	January 29, 2012	abated
V12-012	signs	January 29, 2012 & February 18, 2012	abated
V12-014	signs	January 29, 2012	abated
V12-015	unlawful parking, trailers, junk	February 18, 2012	abated
V12-016	signs	January 29, 2012	abated
V12-020	signs	January 29, 2012	abated
V12-021	signs	January 29, 2012	abated

V12-022	signs	January 29, 2012	abated
V12-029	signs	February 10, 2012	abated
V12-030	signs	February 10, 2012	abated

New Business Licence issued				
Name of Business	Location	Type of Business	Number of Employees	
January				
R.M.G. Entertainment	17775 Main Street	Barber Shop & Recording Studio		
HP Cleaning	2422 Kilpatrick Place	Cleaning		
February				
No va Homes Realty, LLC	17932 Fraley Blvd, suite 203G	Real Estate		
Caldwell Consultants, LLC	17932 Fraley Blvd, suite 403 & 404			
KB Tax Service	17932 Fraley Blvd, suite 400	Tax Service		
Coldwell Banker Elite	17934 Main Street			